

# Social acceptability - ethics and outcome

**WP4**

# Objective

To examine the social acceptability to bioeconomic development, and to assess the role of social acceptability in guiding the transition to a «smart» bioeconomy as envisioned by the bio-sectors in WP2a&b.

# Staffing

- Maja Farstad, CRR (wp leader)
- Reidun Heggem, CRR (co-researcher)
- May Thorseth, NTNU (ethical expert)
- 1 research assistant, CRR (to assist the data acquisition)
- Heidi Vinge, CRR (co-researcher; WP4's added content)

# Method

- Data will be gathered through a series of focus group interviews with lay people as citizens and consumers;
  - 9 focus groups;
  - 6-9 participants in each group;
  - three rural, three urban and three mixed groups
- Reveal what people think and *why* they think as they do
- Understand how thoughts and arguments are constructed and contested
- Examine social acceptability based on input from WP2a (when it comes to the different bio-sector visions, technological paths and the trade-offs involved)
- Furthermore: collect responses on the outputs from the integrated foresight analysis (web-based survey to the same interviewees)

# Output

- An analysis of the role of social acceptability in guiding bioeconomic development in Norway.
- → Input to WP2b.

## Dissemination:

- 2 peer reviewed publications
- 1 chapter to the project's edited book
- 3 papers delivered at scientific conferences
- 3 popular science educations

# Added content to WP4

- Content analysis:

To monitor public debates on bioeconomic development and explore how the debates are portrayed and constructed

- Dissemination:

1 peer reviewed (Norwegian) publication, media outputs